

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



2581  
A87F3

S.M.

# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330  
Letter No. 2445 Jan 26 1990



SECRETARY OF AGRICULTURE CLAYTON YEUTTER talks with Washington, D.C., agricultural reporters following his Jan. 22 news briefing on rural development. Yeutter discussed implementing six proposals designed to improve the coordination of rural development programs and serve as a catalyst for future initiatives. Undersecretary Roland Vautour also participated in the event. Press Secretary Kelly Shipp is to the right. (USDA Photo by Bob Nichols.)

RICE BRAN & CHOLESTEROL -- Louisiana State University scientists have found rice bran lowers blood cholesterol levels in humans. Now they're trying to find out why. Maren Hegsted, associate professor of nutrition at the LSU School of Human Ecology, will begin research this spring to try to determine how rice bran lowers cholesterol. "All we know now is cholesterol may be decreased by the addition of rice bran in the diet," Hegsted says. "We don't know what process is involved." Contact: Ruth Patrick (504) 388-4141.

SOVIET GRAIN TALKS -- The next round of U.S. negotiations with the Soviet Union on the U.S.-USSR long-term grain agreement, which will expire Dec. 31, will be held March 21 & 22 in Vienna. Initial negotiations were held Dec. 6 & 7 in Moscow. Deputy U.S. Trade Representative Julius L. Katz will head the U.S. delegation. Contact: Kelly Shipp (202) 447-4623.

ASB CATALOG -- Want to know when USDA's Agricultural Statistics Board will be issuing its national reports during 1990? The board estimates production, stocks, inventories, disposition, use and prices of ag commodities, and such other items as labor and farm numbers. For a copy of "Agricultural Statistics Board Catalog, 1990 Releases" call: Marci Hilt (202) 447-6445. Media only, please.

TRANSPLANTING NATIVE PLANTS -- While many native or wild plants can be adapted to the home landscape, successful transplanting is often difficult, says a Louisiana Cooperative Extension Service horticulturist. Tom Pope says the wet and cold days of winter are ideal times to move native plants. Gardeners must first determine if they can duplicate the wild plant's growing conditions, Pope says. He has other tips for transplanting native plants. Contact: Thomas E. Pope (504) 388-4141.

"GOOD GUY" BACTERIA -- USDA scientists are studying ways to use a rod-shaped bacteria known as *Bdellovibrio* as a "good guy" to control *Salmonella* and other food pathogens in food processing & packaging. "This is the first time anyone has tried to use a predatory bacterium for ensuring food safety," says Richard Whiting, a USDA research food technologist. The bacteria are harmless to humans. It will take at least a year to grow the bacteria and test their performance as a natural control, Whiting said. Contact: Richard Whiting (215) 233-6437.

CALENDARS -- USDA has two new calendars you may find useful. The first, "1990 Calendar of Reports," is a monthly booklet in an easy-to-read calendar form. It lists the dates of summaries and reports from USDA's Economic Research Service, National Agricultural Statistics Service & the World Agricultural Outlook Board. The second, "1990 Reports," is a single sheet of 1990 calendars listing releases from USDA's Economic Research Service only. For a copy of both or either, call: Marci Hilt (202) 447-6445. Media only, please.

WRONG PHONE NUMBER -- Feedback from readers says we listed a wrong phone number in Letter No. 2443, Jan. 12. If you're looking for the latest info from the Consumer Information Center, this is the correct number to call to get the new winter edition of the Consumer Information Catalog: Mike Gill (202) 566-1794. We're sorry for any inconvenience.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1703 -- With rice becoming more & more popular with U.S. consumers, Brenda Curtis explores the world of rice -- looking at how to prepare the different varieties & also looking at the nutritional aspects of rice. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1185 -- Buffalo farmers; buffalo meat is trendy; rice bran & nutrition; rice bran recipes; planning this year's vegetable garden. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE NEWS & FEATURES #1692 -- USDA News Highlights, more info on conservation compliance, the president's rural development initiative is outlined, the rail car shortage worsens, water availability & pig growth. (Weekly reel of news features.)

NEWS FEATURE FIVE #1304 -- Seeds of glasnost, peach aroma, chemical "fingerprints," New Zealand grass, older women & vitamin D. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Jan. 31, ag prices report, world tobacco situation; Fri., Feb. 2, catfish production, cattle numbers; Tues., Feb. 6, crop & weather update; Wed., Feb. 7, Clayton Yeutter's testimony before Congress on farm bill proposals; Fri., Feb. 9, U.S. crop production, world ag supply & demand, Soviet grain situation; Mon., Feb. 12, farm labor, honey production.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE  
(Week of Jan. 22)

FEATURES -- Pat O'Leary reports on rice bran, the newest weapon in the war on cholesterol; Debbie Janifer on how green vegetables in your diet can help prevent cancer; Will Pemble on a new way to prevent aflatoxin from getting into feeds; Joe Courson, University of Georgia, with tips for anglers; and Lisa Telder, Michigan State University, on aging farmers.

ACTUALITIES -- Excerpts from Sec. Clayton Yeutter's Jan. 22, Washington, D.C., press briefing on rural development; excerpts from Yeutter's Jan. 25 Congressional testimony on water quality; Sara Short, USDA economist, on the dairy situation & outlook; Steve Milmo, USDA economist, with a U.S. ag trade outlook; John Ginzel, USDA economist, on the livestock & poultry situation.

UPCOMING FEATURES -- Farm tax changes; top agricultural states; a "how to" conservation video.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EST, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EST, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EST, Transponder 12D  
(Repeat of Saturday transmission)



OFFMIKE

SNOWSTORMS...have brought needed moisture to sections of the midwest. Rich Hawkins (KRVN, Lexington, Neb.) says the 10 inches received in his area may go a long way toward saving the wheat crop. There was little wind with the storm, which meant the wet snow was deposited uniformly. And, slow melting put most of the moisture in the ground.

ELEVEN...inches of snow that dropped on north central Iowa improved everybody's feelings, says Al Heinz (KGL0, Mason City).

SNOWPACK...in the mountains of Idaho got a big boost recently, but Kelly Klaas (KEZJ, Twin Falls, Iaho) says it remains below normal. Kelly says dry bean producers in his region are smiling. Prices generally go soft this time of year, and if they hold, will provide a good return during 1990. Kelly assumes the duties of Kathie Gier who has moved to KART, Jerome, Idaho. Kelly served at KEZJ from '68 to '78, with an eight-year break for farming.

***Farm Broadcasters Letter***



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

OFFICIAL BUSINESS  
Penalty for Private Use \$300



PHRASING...about weather conditions is important when broadcasting to California producers, says Roy Isom (KMJ, Fresno). This is the time of year when most crops will benefit from rain, but some producers may not view the weather news as good. Moisture can promote fungus on certain crops, and mud will interfere with the naval orange harvest. If rain is delayed until early February, it will disturb pollination of almonds and fruit trees. Roy says "good" weather is all relative.

UPCOMING...USDA will be taking the Costs & Return Survey Feb. 12 - March 30. We'll be asking 26,000 farmers and ranchers nationwide to provide information about their 1989 production activities. Please urge your listeners who receive the survey to participate. This information will help everyone.

VIC POWELL  
Chief, Radio & TV Division